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erection of the base station has already been agreed between a mobile radio network operator and a building owner, etc.

In a simple and efficient manner, the present invention enables location-dependent generation by the base station(s) of a wide range of environmental data (location-dependent content production) which can be sold on immediately or after editing. The generated environmental data are directly available to the operator of a mobile radio network (and its base stations) for further use.

The tightly-meshed network of base stations of a mobile telecommunications network enables tightly-meshed environmental data recording in the area of a mobile telecommunications network.

The environmental data can be forwarded as content either immediately or following further processing (intelligent content processing); in particular, by the mobile radio network service provider. The data may be forwarded to terminal devices as a broadcast (forecast) to all or some subscribers in mobile radio cells or mobile radio cell groups, or point-to-point to mobile radio subscribers or to content service providers for further forwarding by the latter to terminal devices (of content buyers).

Particularly advantageous is the offering of a push service according to a customer profile for content purchasers; in particular, mobile radio subscribers with mobile radio terminal devices.

Additional features and advantages of the present invention are described in, and will be apparent from, the following Detailed Description of the Invention and the Figures.

#### BRIEF DESCRIPTION OF THE FIGURES

Fig. 1 schematically shows environmental data recording according to the teachings of the present invention.

#### DETAILED DESCRIPTION OF THE INVENTION

Figure 1 shows a weather station disposed in a base station 1 of a mobile radio network 3, whose sensors 2 (here, by way of an example, UV sensors and air pollution sensors) record environmental data. These environmental data are

forwarded to a service provider 4, e.g. the provider of the mobile radio network (in whose base stations the sensors are located) or a further service provider supplied by the latter with data. The further service provider forwards environmental data or data generated therefrom via the mobile radio network, the fixed network or the

- 5 Internet (e.g., via html, wml, xml, etc.) to mobile radio terminal devices 5 ("User A" in Figure 1) or other terminal devices of recipients (here, time-based, etc., according to their customer profile "Profile A" or "Profile B" or "Profile X"), at their request (pull), or unrequested (push, e.g. at times defined in the customer profile of a terminal device user, etc.).

- 10 Data may be transmitted to terminal devices point-to-point (e.g., via SMS PtP) or as a broadcast (e.g., as a cell broadcast, SMS-CB, etc.).

- Although the present invention has been described with reference to specific embodiments, those of skill in the art will recognize that changes may be made thereto without departing from the spirit and scope of the invention as set forth in
- 15 the hereafter appended claims.